

**Registration Deadline:**  
**May 10, 2004**

**Date:** May 13, 2004

**Time:** 7:45 am to 1:00 pm

**Location:** Bell Harbor  
International Conference  
Center, Seattle

**Fee:** Entire Forum: \$75  
BEST Awards Only: \$25  
Rates are available for tables  
of ten.

**RSVP to:** KaDeena Lenz,  
(206) 389-7302 or online at  
[www.edc-sea.org/  
News\\_Events/events.cfm](http://www.edc-sea.org/News_Events/events.cfm).

**Forum Partners:**



*You are cordially invited to attend...*

**The Mayor's Forum**  
**on**  
**Sustainable Strategies for Business Success**

**featuring**

**The Resource Venture's**  
**3rd Annual BEST Awards Ceremony**

**Registration and Breakfast**

**Welcome - Bill Anderson, Director, Resource Venture**

**Introductory Remarks - Greg Nickels, Mayor, City of Seattle**

**Keynote Address – Gifford Pinchot III, Director, Center for Business Ecology, Bainbridge Graduate Institute**

Mr. Pinchot is a noted author, speaker and consultant on innovation management. He has helped launch 700 ventures and has conducted innovation courses in over half of the Fortune 100 corporations in the U.S. and in numerous enterprises abroad.

**Presentation of the 3rd Annual BEST Awards - Susan Hall, Hall and Associates and Chuck Clarke, Director, Seattle Public Utilities**

The BEST (Businesses for an Environmentally Sustainable Tomorrow) Awards are issued annually to local companies with exemplary environmental achievements in waste prevention and recycling, water conservation, energy conservation, stormwater pollution prevention, sustainable building, innovation and environmental leadership.

**Concurrent Presentations:**

**“Designing the Next Industrial Revolution”**

Lauren Moore, Director of Corporate Social Responsibility for Starbucks Coffee Company and Eugene Kahn, Vice President of Sustainable Development for General Mills, along with executives from other international businesses will speak on the challenges and benefits of incorporating the principles of corporate social responsibility into successful and profitable business operations.

**“Increasing Profits and Saving Money”**

Darrell Aldrich, General Manager of Northwestern Industries and Timothy Taylor, President & CEO of the Environmental Home Center, along with representatives from other local businesses will speak on expanding in sustainable market niches, increasing their profits by conserving resources and attracting new customers that appreciate “environmentally-friendly” companies.

**Plenary Presentation:**

**“Environmental Quality as an Economic Opportunity”**

Sam Anderson, Executive Officer of the Master Builders of King & Snohomish Counties and Economic Development Council Chair

**Lunch Presentation with Steve Scher & Rhys Roth**

Steve Scher, host of KUOW's “Weekday” will interview Climate Solutions' Co-Director, Rhys Roth about a recent study which predicts that smart energy companies and research institutions could drive significant job creation and economic development in the Pacific Northwest.